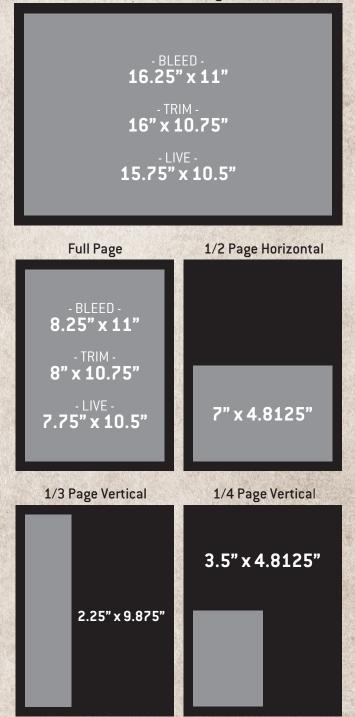


ADVERTISING RATES & SPECS canadian firearms journal

Double Full Page



RATES	1 Distribution	3 Distributions	6 Distributions
Dbl. Full Page	\$2,800	\$2,200 / issue	\$1,800 / issue
Full Page	\$1,500	\$1,200 / issue	\$1,000/issue
1/2 Page Horiz.	\$750	\$600/issue	\$550/issue
1/3 Page Vert.	\$500	\$450/issue	\$400/issue
1/4 Page Vert.	\$400	\$350/issue	\$300/issue

DISTRIBUTION SCHEDULE

Issue	Ad Deadline	To Canada Post		
JANUARY/FEBRUARY	December 1	December 15		
MARCH/APRIL	February 1	February 15		
MAY/JUNE	April 1	April 15		
JULY/AUGUST	June 1	June 15		
SEPTEMBER/OCTOBER	August 1	August 15		
NOVEMBER/DECEMBER	October 1	October 15		

*Deadlines and shipping are approximate. Consult with your NFA representative to determine exact dates at the time of booking.

ACCEPTABLE FILE FORMATS

- PDF X1a with bleed (if applicable) + trim marks
- Adobe InDesign file (.indd) + all high-resolution images & fonts
- Adobe Illustrator file (.ai, .eps) + all high-resolution images, fonts outlined **file templates available upon request**

GRAPHICS

- All images must be at 300dpi or higher at 100% of their layout size
- All files must be provided in CMYK color mode
- (No RGB/Pantone/Spot colors)

ACCEPTABLE MEDIA

- Email or File Transfer service (Yousendit, Wetransfer)
- CD-ROM or DVD-ROM
- •USB key or external hard drive (Formatted for Macintosh)
- **All ads must be accompanied by printed or digital proofs**



